

The Torrance News

The Modern Industrial City

SATURDAY, OCTOBER 25, 1913.

SUBSCRIPTION RATES

One Year	\$1.50
Six Months	.75
Three Months	.50
Single Copies	.05

E. M. McCURE

EDITOR AND PROPRIETOR

By W. E. Sawtelle

President American Bonding and Building Assn.

Southern California in general, offers in my judgement, ideal opportunities for manufacturing. We should have been a great manufacturing center and along this line I believe that Torrance illustrates that a splendid start has been made. Torrance seems to offer just what the manufacturer needs in the way of economical sites, cheap fuel oil and power, and housing conditions for employees. I am sure that more manufacturers of the substantial kind would come to Torrance if a concerted effort were made through the Chamber of Commerce or some other similar source to make the advantages of your city known in the east and other manufacturing centers.

The most business-like way to secure this development is through properly organized agencies. The first thing a manufacturer wants to know about a community is accurate information as to location, transportation, raw material, labor, wages, and data of this general kind. The railroads are actually interested in this phase of the State development and they are doing what they can. It requires, however, concentrated efforts on the part of the entire business community. An effort of this kind is now being made in Los Angeles, and there is no doubt that it will be helpful to all of Southern California.

The opening of the Panama Canal certainly suggests the coming of more people and in consequence the need of manufacturing. A great many of these newcomers will undoubtedly seek farms, but there will also be a large army seeking employment in various kinds of manufacturing plants. If we are to assimilate this new population properly, we must offer them opportunity for work at living wage.

It would seem to me to be good policy for the manufacturers and merchants of Torrance to get together on some concrete plan of publicity. You have a splendid little city which affords many advantages over the ordinary community, and more people will come when you advertise your worth to the world.

THE TORRANCE NEWS

The Jeffersonian is in receipt of Vol. 1, No. 1, of the Torrance News. It is a five-column, eight-page paper, handsome typographically and well and carefully edited. The publisher and proprietor is E. M. McClure, and he is deserving of more than ordinary praise for the care and ability shown in compiling the statistics of an industrial center, and they are certainly attractively and interestingly presented. Its local news is full and well written. There is a very creditable display of advertising for a first number. The News should prove of great value to Torrance and should be supported ungrudgingly; for it should always be remembered a town is judged by the paper published in it. One thing is noticeable in its contents, including its descriptive matter, the absence of the tendency conspicuous in most country papers of exaggeration. Mr. McClure has evidently learned that most valuable lesson that truth is all-sufficient to describe any section of Southern California. May the Torrance News prosper as it deserves.—The (L. A.) Jeffersonian.

Mr. E. M. McClure,
Publisher, the Torrance News.

Dear Mr. McClure:—
Every one speaks in the highest terms of your paper. Our advertisement has been the means of getting in touch with many prospective purchasers. We feel that nothing will help Torrance grow any better than your nice clean sheet. We enclose another advertisement and also subscription for a number of copies weekly. Wishing you every success we remain,
Yours truly,
TORRANCE REALTY CO.,
By A. M. Stout, General Manager.

There are excellent opportunities for profitable business enterprises in Torrance right now. For instance, a good restaurant, an apartment house, a jeweler and a furniture store.

Torrance is a town with a payroll and that is what makes good business and general prosperity.

SHOULD FEEL GRATIFIED

TO HAVE SUCH A BOOSTER

We are in receipt of Vol. 1, No. 1, of the Torrance News, published by E. M. McClure, one of the pioneer newspaper men in the Southland. The Industrial City should feel gratified to have a weekly, such as the News, and particularly a man at its head who will be found forever boosting the praises of the community. Here is our best wishes, Mac, and may it be your good fortune a year from now to be publishing a daily in that rapidly growing city.—Sunland Sun.

SUCCESS IS PREDICTED.

Good old E. M. McClure, former editor of the Burbank Review, is back at it again down in that new industrial town of Torrance. The Torrance News, Vol. 1, No. 1, lies before us and not a flaw can be found. It is right up in keeping with that growing burg and done in the old reliable McClure style. It is not necessary to wish Brother McClure success for the Torrance News will be a success as long as McClure is at its head.—Lankershim Laconic.

IMPORTANT WORK; STREET PARKINGS ARE BEING CARED FOR

J. F. Rupprecht, head gardener for the Dominguez Land Corporation, informs us that he will commence on Monday planting Ivy Geraniums in about 10,000 feet of Torrance street parkways, and he says that if these plants are to live and thrive it will be necessary that children and grown persons and all animals shall keep off the parkways. Every resident of Torrance should take a pride in the well kept appearance of our streets, and parents should caution their children to not walk in the parkways, as by so doing they mar the work of the gardeners and kill the young plants.

LOMITA P. T. A. MEETING A SUCCESS

The regular monthly meeting was held Tuesday afternoon, October 14, in the school house. Over fifty people were present which is most encouraging to the members of this association. We expect to accomplish a great deal this year and with the support of the parents and friends of this community, enduring good is sure to result.

A short musical program preceded the address of the afternoon. Miss Mathers rendering a piano solo, "Intermezzo" from "Cavalleria Rusticana" with unusual skill and ability. Mrs. Romberg sang "To You, My Lords—A Greeting," in her usual charming manner. Being a coloratura singer, her trills were delightfully rendered and as we listened to the song, "As Calm as Night," the great feeling expressed, the splendid enunciation and the fine diction added greatly to the enjoyment of the appreciative audience.

Dr. Grant Karr, third assistant superintendent of the Los Angeles City Schools, gave a very interesting address.

Miss Mathers then played "Napoleon's Last Charge" with martial feeling. Mrs. Romberg sang very sweetly, "Comin' Through the Rye" as the closing number of the musical part of the program.

The usual routine of business was transacted. The pupils are to give a program the third week in November to secure funds for the payment on the piano.

AUTOS CLAIM NEARLY

ONE DOZEN VICTIMS

Fred Scholl, 4009 Mesa drive, was killed and seven others injured in automobile accidents Sunday.

Scholl was riding a bicycle at Eleventh avenue and Washington boulevard Sunday night when he was struck by an automobile driven by Fred Geiz, 2946 Dalton avenue. Scholl sustained a fractured skull and died a few minutes later.

Robert Fallon, 1051 West Washington street, and Orin Lieb of 327 West Fifty-sixth street, were injured Sunday night, when Lieb's automobile turned over at Washington and Flower streets. Both will recover.

Five persons had a narrow escape from death early Sunday morning when a machine driven by W. H. Joyce, an attorney of Pasadena, crashed into the rear of a machine driven by James W. Post, a bank employe, who lives at the Los Angeles Athletic Club. The accident occurred at Vermont avenue and Wilshire boulevard. The injured are: Post, Miss Edith Johnstone, who lives at Thirty-seventh and Vermont; Attorney William F. Brown of the Union League Club; Clyde Martin, 270 Carondelet street, and Miss Ruth Bush. Joyce was arrested, but was released on his own recognizance.—Monday's Record.

The Mr. Post referred to is the cashier of the Torrance First National Bank.

HAD A JOLLY TIME

Two of our citizens spent Monday evening in Redondo Beach. They were the guests of the Business Men of Redondo, who gave a large banquet in that city.

R. B. Smith and George Proctor would probably never have accepted the invitation had they known any thing stronger than water was to be served, but these Redondo Business Men had just won an election, and as a result were advertising the sparkling fluids of the many varieties of our California grapes.

While Mr. Smith and Mr. Proctor are really very nice men, and do not believe in such things, they are young and easily led.

They were the last to leave the Banquet Hall, and it is said it was a difficult task to get them away even then.

They reached Torrance in the "wee" hours of the morning, each one telling the other where he lived.

Fire, Life and Accident Insurance of all kinds. "Lock your barn before the horse is stolen." Torrance Realty Company.

TORRANCE THEATER

PROGRAM:

Saturday, October 18—

The Penalty of Crime—2 Reels.

All the Appeal of Crook Play in this Ingeniously Conceived Story. The girl who is Sent to Fascinate the Rich Young Jeweler is so Successful that he Fell in Love with her. She also Falls in Love With Him and Wishes to Break With Underworld but Her Fals Refuse to Allow Her.

A Baggage Car Robbery.

A Motor Chased and Plunged Over an Embankment.

These are Some of the Quick Events that Follow.

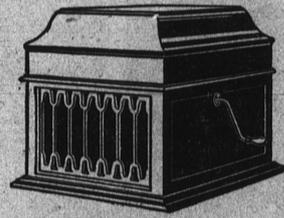
Slippery Slim Repents—Where a Man Loves Whiskey and Wants to Reform, but Finds a Spring Cushing the Liquid, What Would You do?

Just Kids—A Good Foot Ball Story

Counsellor Bobby—A Girl, Her Sweet Heart and the Usual Nuisance, "the Small Brother."

A Good Comedy.

PHONOGRAPHS



This is Edison's Latest Machine

The "Hornless" Phonograph
COME IN AND LET US DEMONSTRATE IT

We also sell the Latest BLUE AMBRÖL RECORDS

Dolley Drug Company
The Rexall Store

FOR RENT—COTTAGES

3-room cottage, 21,744 Arlington avenue	\$15.00
3-room cottage, 21,750 Arlington avenue	15.00
3-room cottage, 21,744 Gramercy avenue	15.00
3-room cottage, 21,748 Gramercy avenue	15.00
5-room cottage, with garage, 21,815 Gramercy avenue	20.00
4-room cottage, with garage, 21,819 Gramercy avenue	18.00
4-room cottage, with garage, 21,903 Gramercy avenue	18.00
4-room cottage, with garage, 21,907 Gramercy avenue	18.00
4-room cottage, with garage, 21,919 Gramercy avenue	18.00
4-room cottage, with garage, 21,828 Gramercy avenue	16.00
4-room cottage, with garage, 21,920 Gramercy avenue	16.00

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Torrance California

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Gen'l. Mgr.

F. J. GOODRICH
Secretary

Torrance Realty Co.

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